



City of Eugene

2015 Eugene Sunday Streets Final Report



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Introduction

Eugene Sunday Streets (ESS) promotes healthy, active living through free, annual community events that open Eugene's largest public space – its streets – for residents and visitors to bike, walk or roll, experiencing active transportation and showcasing Eugene's unique neighborhoods.



Mayor Piercy enjoying a stroll through the 2015 Friendly Neighborhood Eugene Sunday Streets

Eugene Sunday Streets is not about closing streets to cars – the event is about opening the streets to people and connecting community members, including bicyclists, walkers, runners, seniors, adults and children of all ages. The event allows the whole community to enjoy its public space through healthy, physical activities on Eugene's streets and in the beautiful City parks. Eugene Sunday Streets features different neighborhoods every year on routes of 1.5 – 3 miles, with no start or finish.

Eugene Sunday Streets builds community, stimulates the local economy, and represents neighborhood, business and government investments in Eugene's vitality, livability and diversity.

Eugene has one of the highest bicycle commute mode shares in the country, as well as a many residents who walk to school or work. There are thriving local business nodes, and active neighborhood and business organizations. The City utilizes the opportunity to highlight all of these assets during safe, fun, and increasingly popular community events like Eugene Sunday Streets.

This year, Eugene Sunday Streets set two event records. The event in the Friendly neighborhood surpassed previous neighborhood Sunday Streets events with over 3,100 participants. And, combined attendance for the two Sunday Streets events held in 2015– one on July 26 in the Downtown area, and the September 20 event in the Friendly area – was a record 7,100.

"In large part because of the events, my daughters now insist on riding their bikes to school every day, and have taken to riding their bikes around town every day after school (instead of staying home and watching TV). Thank you!"

*-Tom Powers
Program Supervisor, Campbell Community*

The open streets movement is growing internationally, as well as locally across the state of Oregon. This year in 2015, Eugene Sunday Streets gave advice to organizers in Bend, Oregon who will put on their first open streets event next summer.

The long term transportation, health, and community benefits of Eugene Sunday Streets cannot be overstated. When residents discover how much fun it is to walk, bike, roll, and skate, and how easy it is to be physically active at Eugene Sunday Streets, they often make a shift in their behavior and choose to create the Eugene Sunday Streets experience every day, whether it be walking to a restaurant, riding with their young kids, or exercising in a park. In fact, about 37% of participants surveyed at the downtown event said they would increase their bicycling or walking activity because of Eugene Sunday Streets.

Eugene Sunday Streets was funded this year in large part by community sponsorships and State Transportation Planning – Urban (STP-U) funding. Major sponsors include, Lane Transit District, Eugene Weekly, *EUGfun!*, Bike Friday, Oregon Department of Transportation, PacificSource Health Plans, and Northwest Community Credit Union. The City of Eugene contributes staff time to organize and implement the Eugene Sunday Streets program.

The City of Eugene expanded and improved Eugene Sunday Streets 2015 in several ways:

- **Increased Activity Centers** – Both events featured more than two Activity Centers. This engaged a larger audience and created more space for vendors to increase total revenue and activity. The Friendly event was able to incorporate over 52 vendors at 4 Activity Centers, largely supported by the enthusiasm and engagement from the Friendly Area Neighbors and businesses. Each dynamic Activity Center exposed participants to a greater diversity of music, interactive experiences and opportunities for dialogue with vendors. Having multiple Activity Centers encouraged participants to circulate the entire route by walking, biking and rolling as not to miss anything.
- **Condensed 2 mile Route**- The size of the routes this year were reduced from years past, which helped condense the amount of people on a given street block. The Downtown route closed 1.25 miles of city streets, and the Friendly route 1 mile. Shorter routes appeared fuller, felt livelier, and generated an increase in the number of people who walked the route. Straightaways on both routes reduced the number of volunteers used for intersections and efficiently focused the available volunteers.
- **Engaged Businesses** – Prior to the Eugene Sunday Streets Downtown, the ESS coordinator attended DEED (Downtown Eugene Economic Development), DEM (Downtown Eugene Merchants) and DNA (Downtown Neighborhood Association) meetings to begin, and continue a conversation about the downtown event with residents, and business owners. These relationships strengthened the organized participation from downtown stakeholders including an increase in volunteers, donations, and day-of business specials along the route. It also allowed for the event to

be more publicized in their stores and on other web and social media platforms. For both the Downtown and the Friendly Event, surveyed participating vendors reported overwhelmingly positive experiences and increase to their businesses.

- **New Outreach to Lower Income and Latino Communities-** Cornerstone Community Housing and Centro Latino were both key in our outreach this summer to lower income and Latino communities. We attended Cornerstone Housing summer picnics and distributed LTD's free day-of-event bus passes to encourage participation from various neighborhoods. Handbills for the Friendly event were printed in both Spanish and English and distributed in all back to school packets for Adams, ATA (Arts & Technology Academy), and the Family School (neighboring schools to the event). Centro Latino invited the ESS coordinator to share at the young adult mentor group, which catalyzed a new method of presentation using full color photos to engage a younger audience. Communication with Centro Latino has been sustained by fostering a relationship on social media platforms.
- **Partnership with Zero Waste-** This was the first Eugene Sunday Streets that attempted to be Waste Free. City of Eugene- Waste Prevention Staff partnered with Sunday Streets in providing educational material, including a purchasing guide to help make smart purchases of compostable service-ware, for all food vendors prior to the Friendly event. During the event, each Activity Center had sets of compost, recycling and trash bins and



disposal of waste was encouraged and guided by a master recycler and trained volunteer. Sunday Streets Friendly was the trial of zero waste implementation. We used this event to launch a campaign with the goal of making future Eugene Sunday Streets waste free.

Master Recycler Barbara helping participants compost their waste at the 2015 Friendly event

- **Collaboration with EUGfun!** – Eugene Sunday Streets worked with the newly rebranded Eugene Cultural Services Division program called EUGfun! for the fifth year on publicity of the Sunday Streets events, and coordination of the Kesey Square and Friendly Park Activity Centers. They provided programming and funding for two stages (one at each

event) with a lineup of musical acts and stage crew. *EUGfun!* also brought in new features like the NOW! pop-up stage which proved to be a huge hit on the Downtown route, featuring 20 minute sets from local belly dancers, poets, singer song writers, and a magician. Both ESS events were listed in the *EUGfun!* Summer Passport that was distributed widely throughout the city.

Background

In 2011, Eugene joined the national movement to hold Open Streets events across the nation. Eugene Sunday Streets is modeled after Bogotá, Colombia's Ciclovias held every Sunday on 70 miles of streets. There are dozens of Latin American cities that also use their streets for active recreation on Sunday mornings.

The Open Streets concept is a perfect fit for Eugene. It highlights Eugene as a bikeable and walkable city. Small and medium-sized cities around the country look to Eugene as an innovative leader that experiments with new ideas. Eugene Sunday Streets events have become Eugene's annual signature walking and biking events. Strong partnerships needed to implement the events are formed based on the core values of active transportation, community spirit, environmentalism, outdoor recreation, public health, and safety that are embodied in Eugene Sunday Streets.

Eugene Sunday Streets uses what is described as a "soft" street closure where residents along the route have access to their homes (with a volunteer escort), but all others are restricted from driving on the street. This creates a reasonably car-free environment where people can

"I loved the Sunday Streets event, and would love to see it at least once a month in our fair city. And yes, I drive a car, but prefer the bike or walking" - *Anonymous Survey Participant*

feel comfortable playing in the street. In Bogotá, Colombia, major streets are closed for this type of event. In choosing a Sunday Streets route in Eugene, the priority is low-traffic, low-transit streets with minimal negative impact to businesses or places of worship along the route. This year Sunday Streets Downtown worked to highlight and promote businesses

along the route and Sunday Streets Friendly successfully partnered with Friendly Street Market, and Common Ground Garden to spotlight neighborhood hallmarks. Routes may also feature Eugene's world class bicycle facilities to educate residents on where they can bike or walk safely, every day. The route always includes open spaces or City parks to accommodate the popular Activity Centers.

The *primary* goals of Eugene Sunday Streets are to:

- Improve the health of Eugene residents
- Reduce dependence on motor vehicles by encouraging walking and biking
- Increase awareness of sustainable transportation options
- Increase neighborhood livability & build community
- Create new opportunities for businesses, investing money directly into our local economy

Program Activities and Outcomes

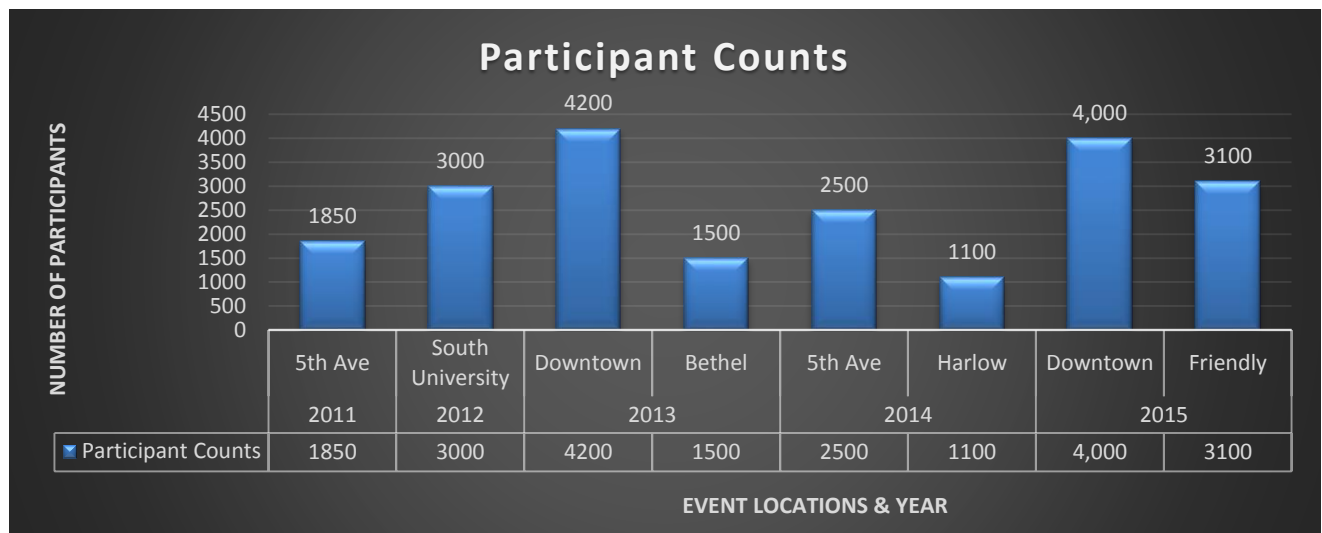
Sunday Streets Participants



Participants crossing Broadway & Jefferson at the 2015 Downtown Event

This year, over 4,000 participants Downtown, and 3,100 participants in the Friendly neighborhood walked, biked, and rolled enjoying the two different Eugene Sunday Streets routes. Combined, that's roughly 1,400 more participants than the previously largest Eugene Sunday Streets events in 2013! Eugene Sunday Streets was able to reach out to a broader base of people who may not have

participated in the program otherwise through extensive outreach and relationship building. The participant goal for 2015 was at least 6,000, which was easily surpassed. The Sunday Streets Downtown event was held on July 26th, a mild 72 degree day sandwiched in between days of more intense heat. Cooler weather during the Downtown event which included light showers around 3pm, may have deterred some people from attending or staying for the entirety of the event. Additionally, the Lane County Fair's free admission day coincided, which could have affected attendance and did affect traffic on the route. There are many great events presented in Eugene throughout the summer, which could create an oversaturation effect; however, the consistency of Eugene Sunday Streets over the past five years has created a growing community that looks forward to attending consistently each year.



The participant goal for Friendly was 2,000, and was joyfully exceeded with over 3,100 participants largely due to the neighborhood's active involvement in activity coordination, and promotion. The day of the event, Sunday September 20th was abnormally warm for late September in Eugene. Temperatures reached 80 degrees and the sun shone brightly. This weather worked in our favor and could be attributed to the high numbers of participants compared to other neighborhood events. The ESS coordinator was in communication with the Friendly Neighborhood Association and route businesses beginning in the spring. This gave ample time to work through any areas of concern and towards collaboration.



Performers taking advantage of the busy streets at the 2015 Downtown Eugene Sunday Streets

Eugene residents enjoyed both events and City staff received many comments from the community on how they would like to see more Eugene Sunday Streets events. Downtown participants and businesses that were surveyed as well as Friendly Area Neighbors and business owners overwhelmingly requested that Sunday Streets return to their neighborhoods.

Communication Goals

City of Eugene staff uses Eugene Sunday Streets as an opportunity to reach Eugene residents with messages around active transportation options, healthy living and how their transportation choices impact our community and environment. These messages are delivered through several different outlets, including: newspaper, radio, printed material and in person neighborhood relationship building. At the events, vendors are given the opportunity to engage

participants with activities promoting healthy, active lifestyle choices and active transportation. The specific communication goals for Eugene Sunday Streets 2015 were to:

- Recruit 6,000 total participants to walk, run, bike, skateboard, roller skate/blade and roll (including mobility devices) at Eugene Sunday Streets 2015. *Actual: 7,100 participants*
- Engage and invite Latino community members and low-income housing residents to participate at the events. *Actual: Outreached to Cornerstone Community Housing, and Centro Latino's youth mentor group with new promotional materials and gaining new volunteers and participants*
- Reach all area residents and businesses within a block of the designated Eugene Sunday Streets route at least two times with Eugene Sunday Streets messaging. *Actual: Met with postcard mailings, door hanger distribution, in person meetings, as well as additional print, radio and online media.*
- Place major media stories in area papers, newsletters, radio, and television outlets. *Actual: Exceeded. There were at least thirty two earned media stories in a wide variety of outlets.* That is over double the amount of earned press from 2014.

Overall, Eugene Sunday Streets 2015 had great success in meeting our communication goals. Following is an outline of the program outreach, activities, and community involvement and how they played a part in reaching the primary and specific communication goals of Eugene Sunday Streets.

Community Outreach and Media

The City of Eugene Transportation Planning Office has organized Eugene Sunday Streets since 2011 with growing participation and reliable media coverage. In 2015, at least 28 articles and blog stories were circulated about the Eugene Sunday Streets 2015 events (earned media/ non-paid). Media outlets included the Register Guard, Eugene Weekly, most local television stations, radio stations, area blogs and web postings from community groups, including Greater Eugene Area Riders (GEARS), Downtowneg.org, Eugene Cascades & Coast, and the University of Oregon. Please see the appendix or www.eugene-or.gov/essreports for a full listing. In total, Eugene Sunday Streets 2015 purchased 6 Eugene Weekly print ads at the co-sponsorship rate, 17 Facebook advertising boosts, and radio advertising with 3 different local stations. Many more stories in neighborhood and community newsletters are not captured in this accounting. In 2014 there were over one million media impressions. 2015 Eugene Sunday Streets blew this number away with over 4.5 million media impressions during the 2015 summer season.

Media Impressions

The over 4.5 Million media impressions were accrued from the outreach, advertising and media hits. Our donated ad space from Lane Transit District alone generated over 2.6 million impressions in our community, while our radio ads and interviews brought about 707,000 impressions and our print ads and articles earned us 653,000 impressions. We were able to get truly great coverage of our community, 4.5 million impressions, for only \$9,800 in paid advertising.

We also utilized a donated ad space, earned media, email marketing and social media to get to this large number for such a small price tag.

We had over **4.5 MILLION media impressions** for Eugene Sunday Streets over the 2015 season.

Eugene Sunday Streets 2015 earned **more than 28 media hits** by working closely with various reporting groups in the area.

The following is a list of organizations that helped promote Eugene Sunday Streets:

Print, Television and Radio

Eugene Weekly Newspaper

Register Guard Newspaper

KRVM Radio

KDUK Radio

KLCC Public Radio

Cumulus Media

Bicoastal Media

KEZI Television

Eugene Outdoor Recreation Guide

KVAL Television

Internet and Online

City Council Newsletter

GEARs Newsletter

InMotion E-Newsletter

Kidical Mass Website

DowntownEug.org

Safe Routes to School Website

WeBikeEugene.org

UO Public Policy Planning & Mgmt. Program



The Common Ground Garden Bulletin Board advertising the 2015 Friendly Neighborhood event.

Internet and Online cont'd

Friendly Area Neighbors Newsletter (print, online & Facebook)

Southeast Neighbors Newsletter (print, online & Facebook)

Human Rights and Neighborhoods E-Newsletter

Smarttrips: South Central Newsletter (print and online & Facebook)

Facebook, Twitter & Instagram



Concrete graphic advertisement for the downtown event in front of Sizzle Pie.

There were three Eugene Sunday Streets communication pieces printed and distributed to residents, businesses and places of worship in each of the Sunday Streets areas. A postcard and a door hanger were delivered to each resident, business, and church inside the event route, along the route, and one block outside the route for each event. Additionally, a business-specific informational email was sent to Downtown businesses inviting them to participate in the event and following up from conversations at previous respective meetings. The two churches inside each route received handouts, postcards and phone calls ensuring their church traffic would have safe access to and from their buildings the day of the event. The simultaneous SmartTrips campaign aided advertising both events by mentioning Sunday Streets in their three print newsletters, each mailed directly to 6,360 Southeast and Friendly neighborhood households

and through tabling with event material at SmartTrips neighborhood activities. Around 500 Eugene Sunday Streets posters were posted and over 2,500 Eugene Sunday Streets handbills were distributed throughout various venues, including: bike shops, local grocery stores, other local businesses and community events. Over half were printed in English and Spanish which were used for back to school packets and neighborhood outreach. Lane Transit District (LTD) sponsored 10 large ads on the outside of the buses and 110 posters inside the buses during the summer to publicize both events, as well as radio box ads (space on the box just behind the driver) for the Friendly event. This was the first summer to try Concrete Graphics®, large sticker signs which adhered to the sidewalk at seven locations downtown and three in the Friendly Neighborhood. Concrete Graphics® were both eye catching and inspiring. The downtown

business owners, inspired by use of sidewalk space for advertising, released their own sidewalk chalk campaign after Sunday Streets debuted the downtown ads.

Yard signs were distributed along the Sunday Streets routes (in the public right-of-way) a week before each event. Yard signs from previous years were re-used with new stickers to update the location and dates in order to save money and help meet our event sustainability goals. Large over-the-street banners were placed across major intersections Downtown the three weeks leading up to each event (these are permitted through the City of Eugene).

“My favorite part about Eugene Sunday Streets is seeing in the downtown area with so much activity! This highlights the many great businesses downtown and should be an annual event!”

– Rick Mowday, participant

2015 Sunday Streets Participant

Around 870 flyers printed in Spanish and English were distributed to elementary schools in the Friendly Neighborhood. An additional 730 Spanish/English flyers were distributed at outreach events and were included in the *SmartTrips*; South-Central neighborhood deliveries. Shane MacRhodes with Safe Routes to School was the point person for the 4J school distribution of flyers.

Physical Activities

One of the main goals of Eugene Sunday Streets is to help improve the health of Eugene residents by increasing participants’ physical activity levels. The City of Eugene is a *Let’s Move!* City. *Let’s Move!* is the national program begun by First Lady, Michelle Obama, to solve the epidemic of childhood obesity within a generation. As a *Let’s Move!* City, the City of Eugene aims to help youth lead healthier, more active lifestyles throughout the year. Eugene Sunday Streets offered two opportunities to do this.



Participants at the 2015 Friendly event, including the Dari Mart Cow doing Piyo led by instructors from Oakway Fitness

Eugene Sunday Streets allows everyone to experience active transportation by getting out on foot or wheels to enjoy two different car-free routes throughout the summer, but that is only part of the commitment to physical activity. Physical activity programming is also incorporated into all of the activities occurring in the parks and along the routes as part of the events. Each

vendor is asked to include an activity component to their booth. Examples from this year include the Democratic Party of Lane County holding hula hoop contests, and the Emerald City Dragon Boat Racing's balance ball to simulate being on a paddle board. In doing this, Eugene Sunday Streets hopes to be an engaging and participatory event that generates a continuing dialogue, versus a onetime experiential celebration.



Andrew Fisher, President of the Friendly Neighborhood Association enlightening participants of the rich and quirky history of the Friendly Neighborhood

The physical activities extended beyond just the vendors; community groups and organizations offered free fitness classes and games to promote healthy movement and engage people who might not normally have access or interest in specific sports or classes. Activities included: soccer, slack lining, tree walks, scavenger hunts, yoga, dance, Pilates, martial arts, kickboxing, hula hoops, Zumba, jump rope, Pedal Power Music, a bicycle traffic garden and a variety of other games and activities. A list of all activities for each event can be found in the Appendix. By exposing participants to new forms of physical fitness, Eugene Sunday Streets hopes people will take home these new experiences and apply them in their daily lives; by walking to work, biking their kids to school or joining a gym.

Community Building/Organizing

Eugene Sunday Streets worked with neighborhood associations, businesses and community groups to involve them in the planning and implementation of each event. This community organizing effort included outreach to residents and businesses affected by the route.

Engaging neighbors, businesses, nonprofit organizations, and community groups is paramount to the success of Eugene Sunday Streets. Working closely to feature local residents from each route area in the Activity Center programming for each open street event resulted in even more successful Eugene Sunday Streets events. Local neighborhood associations ran activity booths at the events, residents threw garage sales and lemonade stands, and businesses offered promotional deals, classes, and other specials to bring event participants into their store. We worked closely with business owners to coordinate efforts and help promote their events and specials happening on the day of the event. Neighbors were encouraged to get involved through a postcard mailing with ideas for front yard activities.

Vendors and Involvement

We actively recruit vendors to participate that share our values of promoting active transportation and celebrating healthy lifestyle choices. Using Facebook, Craigslist, phone calls and emails, we have built a substantial list of returning vendors and continue to reach out to new participants each year. Participation from vendors is also determined by the event location; depending on which neighborhood the event is held in, factors into which nearby schools, businesses and nonprofits get involved. There was a dramatic rise in the number of vendors from the downtown event to the Friendly event partly due to the success of the first event. Through extensive advertising and outreach participants downtown contributed to the amount of vendors at the Friendly event. The following is a list of organizations that actively participated in Eugene Sunday Streets:

Nonprofit/Community Organizations

CALC (Community Alliance of Lane County)
Centro Latino
Democratic Party of Lane County
Emerald City Dragon Boat Racing
Eugene Civic Alliance Group
Eugene Tool Box Project
EVEN (Eugene Veg Education Network)
Interfaith Prayer Service International
MECCA
North Eugene Ukulele Orchestra
Northwest Community Credit Union
Ophelia's Place
SHARE International
St Vincent De Paul
Support Local Food Rights
Team Duckling, Human Development U of O



The BPAC (Bicycle, Pedestrian Advisory Committee) booth received a lot of visitors at the Friendly event. Their booth was amongst other Bicycle sponsors on Monroe St. by Friendly Park



LTD Partnered with Sunday Streets providing bus advertising and free bus passes for each event

Businesses:

A Healing Space
 Daniel's Family Pottery
 Dari Mart
 Eugene Yoga
 Falling Sky Delicatessen & Pour House
 flex Dance Studios
 Friendly St. Market & Deli
 Gilt & Gossamer
 Green Plow Juicery
 Heritage Dry Goods
 J-Tea
 Oregon Winelab
 Pedal Power Music
 Red Wagon Creamery
 Sundance Natural Foods
 The Healthy Pet
 The Kiva
 Tokyo Tonkasu
 VooDoo Doughnuts

Agencies

City of Eugene – Adaptive Recreation
 City of Eugene – Storm Water Project
 City of Eugene Planning
 City of Eugene – Police Department (Bicycle Registration)
 City of Eugene – Recreation
 City of Eugene – EUGFUN!
 City of Eugene- Love Food Not Waste
 ODOT (Oregon Department of Transportation)
 Lane Transit District (LTD)
 Point 2 Point Solutions
 Moving Ahead: Streets and Places Reimagined
 Safe Routes to School Program
 Willamalane Park and Recreation District



Steve from Daniel's Family Pottery gave kids the opportunity to craft their own works of art at the Friendly Neighborhood event



Wayne in Friendly Park trying out the Willamalane slack line

Food Vendors:

Café Moka/Frozen Sunshine
 Eugene Falafels
 Hawaiian Shaved Ice
 Hot Mama's Wings
 Larry & Luna's Coconut Bliss
 Paradise Shaved Ice
 Tam's Vietnamese Cuisine
 The Piglet
 Viva! Vegetarian Grill
 Wandering Goat Coffee
 Wildcraft Cider Works

Physical Activity/Health

A Healing Space
 Bike It with Dave Nourie - A Freestyl'n Experience
 Emerald City Roller Girls
 Eugene Timbers
 Friends of Trees
 Fusion Movement
 Healthy Moves (hula hoops, field games)
 Kaiser Permanente
 National Academy of Artistic Gymnastics
 Pacific Source Health Plans
 PeaceHealth
 RunHub Northwest
 Safe Routes to School (teach-a-rider clinic)
 US Taekwondo College (taekwondo demos)
 West African Cultural Arts Institute

Bicycle Businesses/Organizations:

Arriving by Bike
 Bike Friday
 Burley
 City of Eugene – Bicycle and Pedestrian
 Advisory Committee (BPAC)
 Eugene Electrical Bicycles
 GEARs (Greater Eugene Area Riders)
 Patchwork Repair

Business Outreach

All businesses located along the Sunday Streets Downtown route were contacted via postcards and door hangers. In addition to written material, the ESS coordinator attended the Downtown Eugene Merchants (DEM) and DEED (Downtown Eugene Economic Development) meetings, leading up to, and after the event to get input and feedback from business owners. This personal connection allowed for questions to be answered, and organization amongst the business owners for collaborative promotion of the event. Two weeks prior to the event a business specific Sunday Streets news brief was sent out through the DEM and DEED email lists.

“Our sales were double on the day of the event”

– Thomas Pettus-Czar, Owner of *The Barnlight*

Some of the businesses in downtown greatly benefitted from the event being held in the downtown neighborhood. Downtown businesses that filled out the business survey agreed that Eugene Sunday Streets Downtown increased the amount of business they did on the day of the event.

Eugene Sunday Streets staff encouraged participants to support the food cart normally located in Kesey Square as well as bringing in additional food carts to Kesey Square and Monroe Park. Participants also enjoyed the flavor of businesses on the route like Tokyo Tonkasu which handed out free samples in front of their store, along the route. Tam’s Vietnamese Cuisine, was asked to participate in the business block party at the Friendly event as a local neighborhood vendor. The Business Block Party was supported by the existing businesses which offered specials, such as Green Plow Juicery and J-Tea. Many of the food carts that participated in the Downtown event also participated in the Friendly neighborhood event. In the months leading up to the Friendly event the Sunday Streets coordinator met with business owners within the Friendly neighborhood and collaborated specifically with Angela, the general manager of the Friendly Street Market & Deli. This involvement increased participation in the fourth activity center.

Staffing

Eugene Sunday Streets is planned and implemented by the City of Eugene Transportation Options Coordinator and the City of Eugene - Eugene Sunday Streets Coordinator with support from the Transportation Planning team and the Cultural Services Division. The Eugene Sunday Streets Coordinator is a limited duration, part-time position that is posted each year by the City of Eugene Transportation Planning Team. It is most often an internship position, recruiting from the University of Oregon and Lane Community College. The Transportation Options Coordinator supervises this position and provides the year round support and continuity to the overall program. The Eugene Sunday Streets Coordinator worked 15 - 30 hours a week from March through the end of November 2015 (the Coordinator worked 30 hours/week from June –

September). The *SmartTrips*: South-Central program was running concurrently and had 3 temporary staff who also assisted with Eugene Sunday Streets 2015 as needed.

Grant funding for 2015-2016 is enabling the Transportation Planning Team to retain the Eugene Sunday Streets Coordinator through the remainder of 2015 and 2016 to plan the 2016 program. This is very fortuitous as it means that there will be extra support for the necessary fundraising for the event that happens in the late fall and winter months of the program planning, as well as the ability to maintain all the contacts, relationships and knowledge the Coordinator developed throughout planning the 2015 program. Continuity and loss of knowledge is a major challenge with our model of seasonal, temporary coordinators.

Title	FTE/Hours per Week	Date Range
Transportation Options Coordinator	.25 FTE	Year Round
Eugene Sunday Streets Coordinator	.50 - .75 FTE	March- November 30
Eugene Sunday Streets Extra Help (SmartTrips Program Staff aiding event planning as needed)	.10 FTE	June – September 30
Eugene Sunday Streets Day of Event Help (Transportation Planning Team Staff)	Worked the Weekend of each event to supplement staff	July 26 & September 20



Barbara and Andy two Eugene Sunday Streets intersection Super Heroes

Volunteer Recruitment and Management

Eugene Sunday Streets requires significant volunteer support on the day of the event as well as in preparation for the event. Eugene Sunday Streets engaged approximately 164 volunteers, many of whom volunteered for more than one shift. We utilized a total of 334.5 volunteer hours, which equates to a value of \$7,716.92¹. Volunteers were recruited from previous years growing volunteer lists, as well as at outreach events. There was a concerted effort to table at neighborhood picnics, pools and parks before the events and this was made possible with the help of interns. We recruited a significant number of volunteers by coordinating the *SmartTrips*: South-Central Program outreach with Sunday Streets outreach. Other business

¹ Calculation based \$23.07/hour according to Independent Sector
https://www.independentsector.org/volunteer_time

and community organizations provided a significant number of volunteers for their activities and booths in the parks. These volunteer hours are not included in our estimates.

Volunteers had the option to attend in-person training sessions a few days before each event (2 sessions were available per event). These training sessions were hosted by the Transportation Options Coordinator and Eugene Sunday Streets Coordinator and consisted of a PowerPoint presentation and situational examples followed by time for questions. Attendance at the in-person trainings were approximately 10-20 people each. Alternatively, volunteers that opted out of the in-person trainings were encouraged to review training materials online. Finally, staff reviewed the training information again briefly when volunteers came to check-in for their shifts on the day of the event. The Friendly training underwent changes after reviewing feedback from volunteers and staff following the Downtown event. Five key reminders were put on reminder cards given to volunteers at training, reviewed before their shift, and included in their volunteer bag. Those five points:

1. Neighbors are our NUMBER ONE priority. Let them in the route and be extra kind
2. When you let cars in, they are your responsibility. Walk them to their destination
3. If you feel unsafe or uncomfortable letting someone on the route- call your zone lead or event staff lead
4. Remember to pass out your programs and driver handouts
5. REMEMBER TO DO INTERSECTION COUNTS- on the half hour if you are a counter

Also included in the day of volunteer bag was the zone map, driver handouts, event programs, and intersection count sheets if applicable. Donated snacks and water were provided at the info booth and volunteer t-shirts were given to volunteers at the training and/or onsite. Only volunteers were given a Eugene Sunday Streets t-shirt, although we were approached by many participants who wanted to purchase t-shirts. This year a variety of children's size t-shirts were provided in addition adult sizes since some children volunteer with their parents.

The pool of repeat volunteers continues to grow each year. Currently we ask our volunteers on the registration form to specify if they have volunteered with Eugene Sunday Streets before. This allows us to place experienced volunteers at more complex intersections as well as giving us a better idea of the level of training our volunteers need in order to be adequately prepared for the event. In its fifth year, the staff for this year's event was well equipped with institutional knowledge in the flow of set up and take down for the events. We used significantly fewer volunteers this year due to this experience, and the fact that each route required fewer intersection superheroes.

Another major contributing factor to the efficiency of volunteer placement was the use of "Zone Captains". A strategy first developed in 2014 at the Harlow event, Zone Captains are responsible for circulating their "zone", ensuring volunteers are placed adequately, attending to

needs, answering questions and making necessary changes during the event. If intersection superhero volunteers need to use the restroom, or need more water or food, the zone captains have the mobility to communicate and take care of those small but important details! The Downtown and Friendly routes were both broken into three zones and Zone Captain shifts were split in two, for a total of 6 captains. Communication between captains, volunteers and coordinators was through walkie-talkies and cell phones. Zone Captains were chosen based on their experience at previous Sunday Streets and familiarity with the event and programming. One week prior to each event a Zone Captain ride was coordinated using Doodle Poll to get Captains comfortable with their positioning and intersections along the routes entirety.

Volunteers helped make Eugene Sunday Streets possible by contributing in the following roles:

- **Door Hangers:** This is an approximately a two to three hour long shift where volunteers help distribute door hangers to the residents and businesses around the Sunday Streets route one week before the event. This year volunteers paired with staff to complete the distribution in each neighborhood in two hours- 9-11am. Four volunteers and four staff people were used. For the downtown route which had over double the amount of door hangers, interns began distributing them the week prior to apartment complexes and multi-unit buildings on the route.
- **Park Set-Up/Clean-Up:** These are one hour shifts where volunteers help staff set up for the events as well as pack up after. There were a total of 42 volunteers, 30 for Downtown and 12 for Friendly. These were divided between set-up and clean-up, with some assigned to each different Activity Center.
- **Intersection Superheroes:** We utilized approximately 90 volunteers to assist at intersections along the routes and help redirect traffic. There were two 2.5 hour shifts during the event. Ideally having two people at each intersection is best, both for volunteer enjoyment as well as efficiency. 46 volunteers were used for Downtown and 44 for Friendly. We really would have liked more volunteers for the Downtown event.
- **Zone Captains:** We used 6 volunteers at each event, divided between two shifts to act as Zone leads. This tactic was adapted from the 2014 Harlow event in which the route was divided into three zones, and one captain per zone. Their role is to circulate the zone ensuring intersections are secured and intersection superheroes are adequately positioned. If there are changes that need to be made in volunteer placement, the Zone Captain can make the call and follow through with changes. Zone captains are also able to get extra supplies- maps, water, driver handouts, to intersection superheroes as needed. Communication was kept between volunteers, staff and zone captains' through radio and cell phone communication.
- **Water Delivery People:** There were two water people at each event biking around the route with water trailers, distributing water to the intersection volunteers and anyone

who needed water. Water volunteers were split up into two shifts. These shifts were two hours long, with one in the morning and one in the afternoon. Water volunteers provided their own trailer or cargo bike to haul the water and we provided the water in a cooler. It would have been preferable to have two bikes circulating per shift.

- **Survey Team:** We had 7 volunteers conducting surveys at Activity Centers during the downtown route and 3 at the Friendly event. These volunteers we were able to collect over 127 surveys, however this was not enough volunteers for these events that had over 7,100 participants. We hope to focus more attention in 2016 on staffing and training a larger survey team for both events.
- **Craft Table:** This year we partnered with MECCA and St. Vincent DePaul for the Downtown event to have an upcycle T-Shirt Design Booth. The idea was inspired by our goals for sustainability. We had over 200 hundred “vintage” Sunday Streets Volunteer T-shirts from previous years that were re-used into new fun designs ranging from capes, to masks, dresses, and pants. Ariana Schwartz, fashion design instructor at Lane Community College, volunteered to lead the table with the help of ESS volunteers, encouraging kids and adults of all ages to cut, rip, draw, and tie t-shirts into new designs. At the end of the event, awards were given in the form of gift cards to downtown businesses. The Friendly event included a smaller craft table at the Common Ground Garden Activity Center where participants could decorate their helmets using tissue paper, stickers, and colored tape both donated by MECCA and purchased.

The numbers reflected in the volunteer positions were the final numbers for both events. Initially volunteers may have signed up for different positions than they ended up in, depending on need. We tried to keep people at their desired positions if at all possible and always asked before switching a volunteer’s role.

Volunteers were entered into a drawing for prizes donated by local businesses once for every shift that they worked. This year’s grand prize was a Burley Travoy bike trailer valued at \$250. Other prizes included gift cards to local businesses, t-shirts and swag from local bike vendors and a prize package from Courtsports Athletic club including a 2 month membership. The awards were given out at the volunteer appreciation party held for a third year in a row at Cozmic Pizza. People volunteering for the Eugene Sunday Streets events have developed a deep sense of community and we have made an effort to foster this volunteer culture with the hopes that more appreciation and stronger social connections between volunteers will help us retain volunteers and particularly, retain and recruit the highly coveted “multiple-shift, multiple-event” volunteers. Having people sign up for both events is highly advantageous for the program because multiple-event volunteers have more experience and we have to do less

training and know they can handle more complex situations. The volunteer party and prize incentives are advertised on Facebook and in our outreach efforts as a way to entice new volunteers and thank all volunteers for their hard work.

"As a volunteer I just enjoyed being "part of" the event. It was also fun seeing and talking to all the people who went by."

- Volunteer

Budget

The Eugene Sunday Streets program uses a mix of funding sources to support our events. We were again able to host two different events in 2015 because we received State Transportation Planning - Urban (STP-U) funds, money from the Federal Government which is allocated through our local Metropolitan Planning Organization (MPO). These funds, as with most grants from state or federal entities, requires the local entity to “match” the grant dollars with a percentage of local dollars. The City of Eugene Public Works contribution to this grant is part of the required local match to the STP-U funds and includes staff time for the Transportation Options Coordinator whom is a full-time permanent staff with the organization.

Expenses	Downtown	Friendly	Total Cash Spent	Total In-Kind
Materials/Community Outreach	\$1,999	\$1,742	\$3,741	\$0
Fees	\$0	\$0	\$0	\$350
Day of Event/Logistics	\$4,888	\$2,852	\$7,740	\$2,492
Activity Centers	\$1,800	\$550	\$2,350	\$7,755
Advertising	\$5,331	\$2,512	\$7,843	\$16,542
Staffing	\$9,157	\$13,564	\$22,721	\$3,530
Fundraising	\$494	\$0	\$494	\$0
Total Actual Spent (CASH)	\$23,669	\$21,220	\$44,889	
Total In-Kind Donations				\$30,669
Total Project Cost				\$75,207

Revenue	Budgeted	Actual
City of Eugene-Transportation Planning (Grant Match Requirement & Staff Time)	\$9,310	\$7,668
STP-U Grant Funding	\$27,650	\$27,650
Sponsorships	\$7,500	\$6,850
Individual/Household Donations	\$300	\$326
Vendor Fees	\$2,000	\$2,395
Total Revenue	\$46,760	\$44,889
In - Kind Donations		\$30,318
Total Project Revenue		\$75,207

Sponsorship and Fundraising

Cash and in-kind contributions were solicited from individuals, nonprofit community groups and businesses. **\$39,889** was raised from sponsorships, mini-grants, individual donations, vendor fees, and in-kind contributions. Vendor fees alone raised nearly \$2,400. See the full budget in the appendix for details. As we look to the future we see that we need to significantly increase the amount of sponsorships we receive from community partners and businesses to build a program that is not dependent on larger state or federal grants which can be very competitive and unpredictable. Each year we continue to improve our fundraising process. We have created a special Sponsorship Packet that is a concise, well-designed and informative packet of information on our sponsorship opportunities. This has been helpful to our relationship building with new businesses and groups. We have also started our fundraising in the fall instead of the winter and found this to be helpful as well.



Pedaling for sustenance! The Northwest Community Credit Union booth offered up the opportunity to power your own frozen fruit smoothie creation.

We increased the special sponsorship level for bicycle businesses to \$350 from \$250 in previous years. This could have had ill consequences as we only had two bicycle businesses as cash sponsors. There were two additional bicycle contributors who made in-kind donations for raffle prizes and 3 other bicycle shops that were asked and cited low staffing during summer hours for their inability to participate. Two others mentioned a focus on other projects and one had no comment.

2015 Sponsors

- **Sunday Streets Champion- \$10,000+**
Lane Transit District (LTD)
- **Sunday Streets Promoter - \$5,000**
EUGfun!
- **Sunday Streets Advocate- \$2,500**
Eugene Weekly
- **Sunday Streets Supporter - \$1,000**
Bike Friday
Northwest Community Credit Union
Pacific Source Health Plans
Oregon Dept. of Transportation
- **Supporting Local Organization - \$500 - \$950**
Bicoastal Media
Greater Eugene Area Riders (GEARs)
Oregon Community Credit Union
Oregon Country Fair
Wandering Goat Coffee Co.
PeaceHealth
Wells Fargo
Dari Mart
- **Bicycle Business Sponsor \$350**
Arriving by Bik

Evaluation

Participant Counts

It was estimated that 7,100 community members participated in this year's Sunday Streets event (4,000 Downtown and 3,100). Eugene Sunday Streets staff used participant counts as a method of determining the participant estimates at each event. Four intersections in Downtown and three intersections in Friendly were selected for participant count tallies along each route (we assign more that this for each event but due to inaccuracies or lack of volunteers we only end up with full counts for 3-4 intersections). The Intersection Superheroes at the selected intersections were instructed to count the number of participants for a 10 minute period at a specific time every hour. With those tallies and an estimate of people participating in park activities, the total participant estimates for each event were calculated.

Post Event Surveys

To gain feedback from business owners, volunteers, participants and other community members, intercept surveys were conducted with participants during each event and an online survey was posted on the Sunday Streets website after each event. During the event, survey volunteers asked participants to fill out the Day of Event Survey.

A link to the Volunteer Survey was sent out via e-mail to all the volunteers by the Sunday Streets coordinator to gain feedback on volunteer experiences. A Vendor Survey was also sent out by e-mail to all the vendors who participated in Sunday Streets. Eugene Sunday Streets staff will be able to use data from both the Volunteer and Vendor Surveys to improve and enhance the vendor and volunteer experience in the years to come. All surveys are conducted for each event specifically, though the questions are similar. We have examples of each type of survey in the appendix (Participant online, Participant Day-of, Volunteer, Vendor and Business).

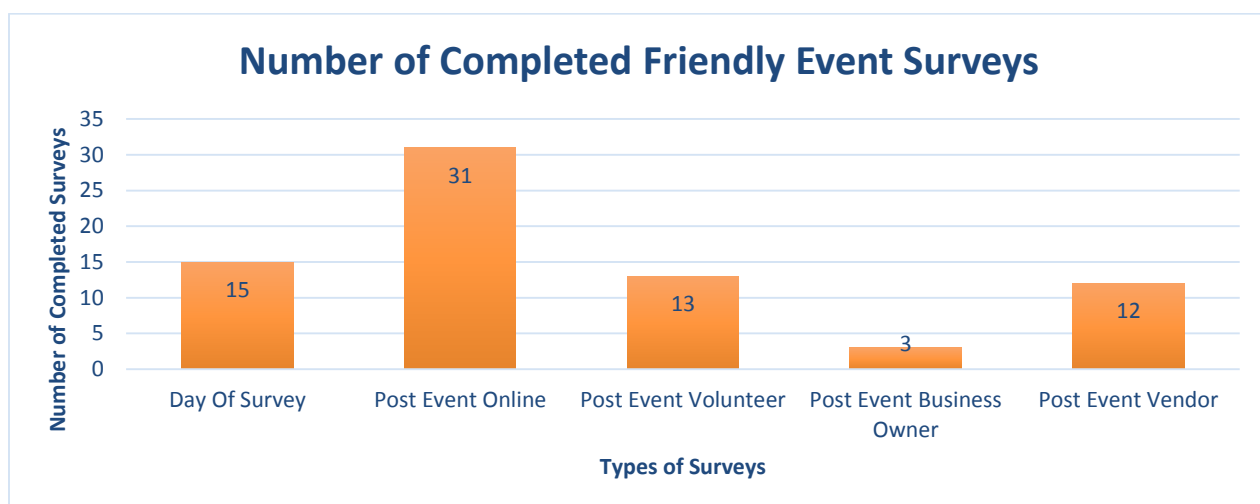
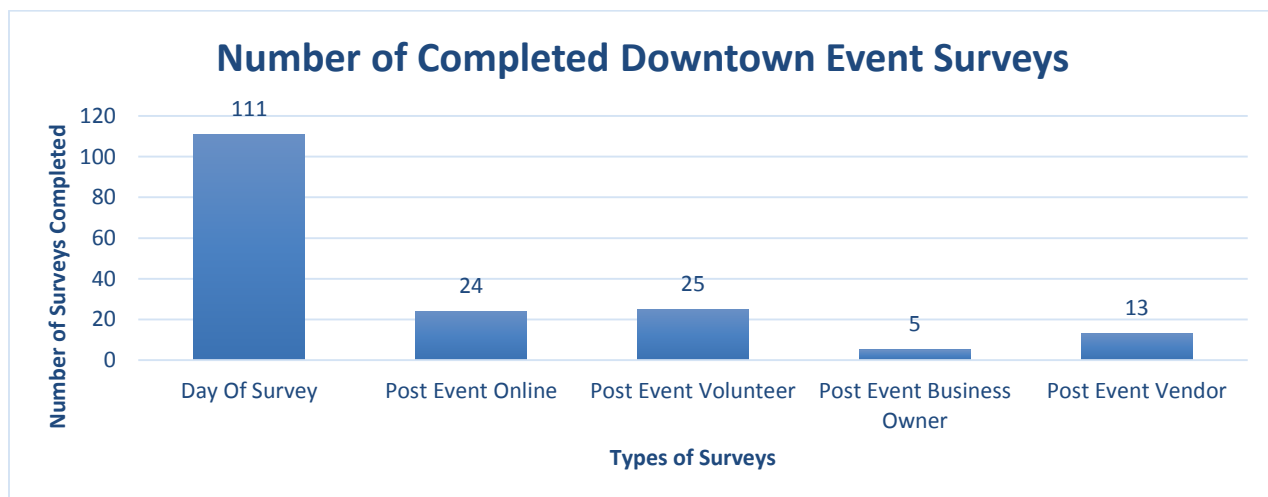
The final survey that Eugene Sunday Streets staff promoted was the Business Survey. This survey helped to gain feedback from businesses on both routes. One of the primary goals of Eugene Sunday Streets is to create economic opportunities for local businesses. Data from the Business Survey help Eugene Sunday Streets staff determine whether this goal was met or not. To promote the Business Survey and further community partnerships, Sunday Streets coordinator returned to area businesses and neighborhood association meetings to hear feedback.

"We should have this in the Neighborhood every year!"

-Angela, Friendly St. Market and Deli

"Sunday Streets was a good experience for our business. We were not quite prepared for the volume of business we did"

- Store Manager



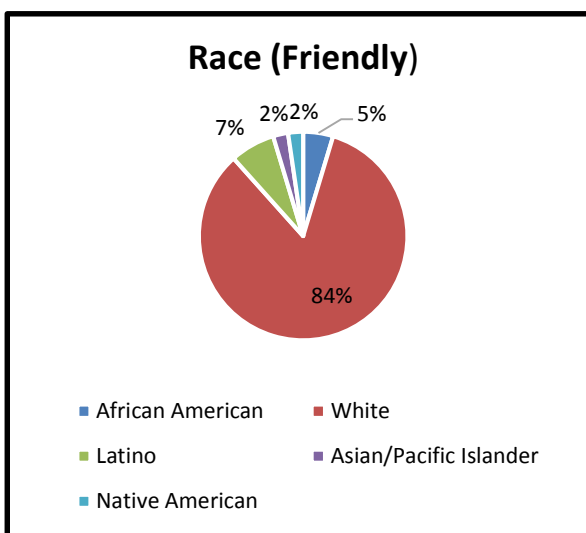
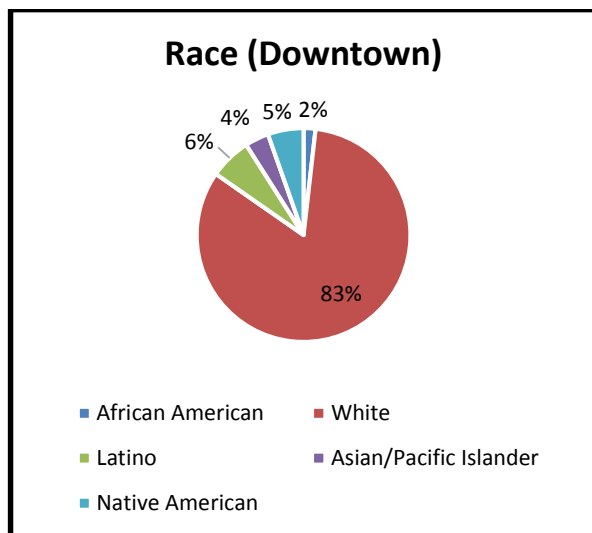
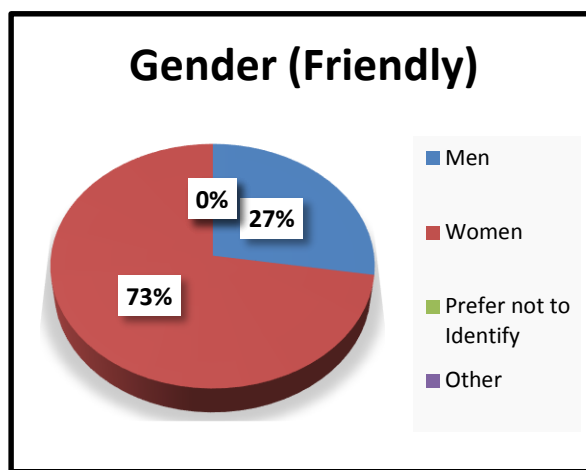
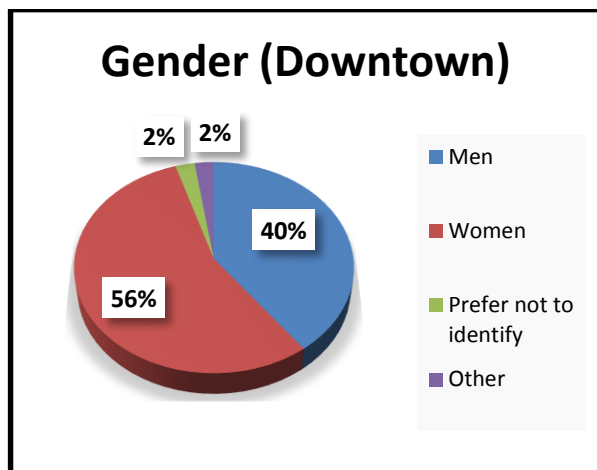
From these numbers we see that there was a deficit number of participant and volunteer surveys across the board but particularly the Participant - Day of Surveys for Friendly and both event's Participant - Post Event Online. Both events overall could have benefited from more completed surveys from volunteers, business owners and vendors as well. The data from these surveys helps determine our success, make adjustments to programing and quantify results for funding requests. Improvement of how we collect survey information can be made in two parts; first by recruitment and training of surveyors for the day of the events, and second, through the thorough promotion of post event surveys online. Communication before and during the event to participants regarding the surveys online could also be made to gain awareness.

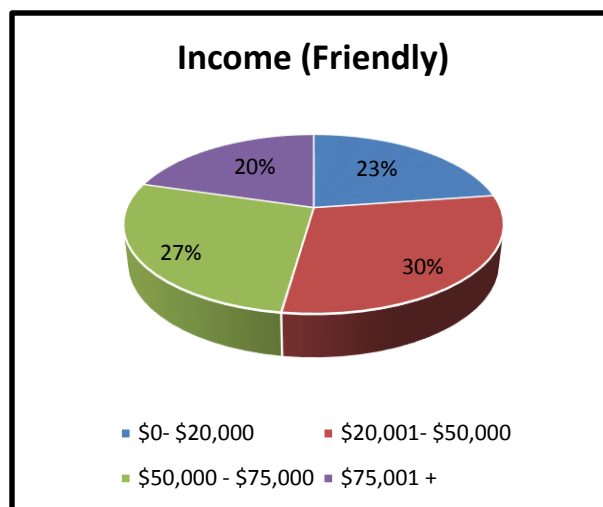
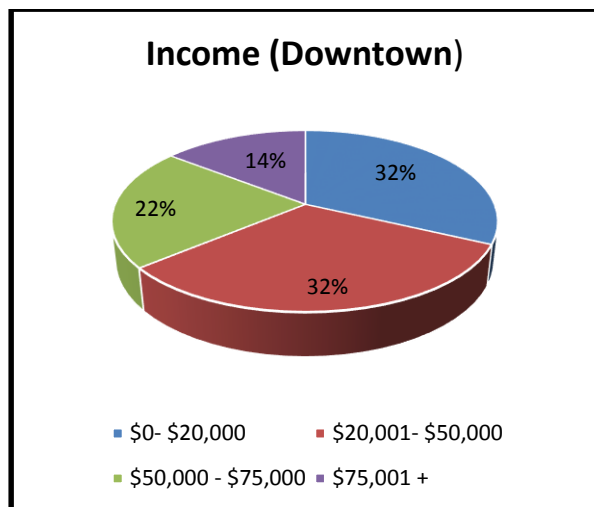
Participant Demographics

It is very important to Eugene Sunday Streets staff to create and host events that attract a diverse audience. Participant surveys included questions regarding gender, income, race,

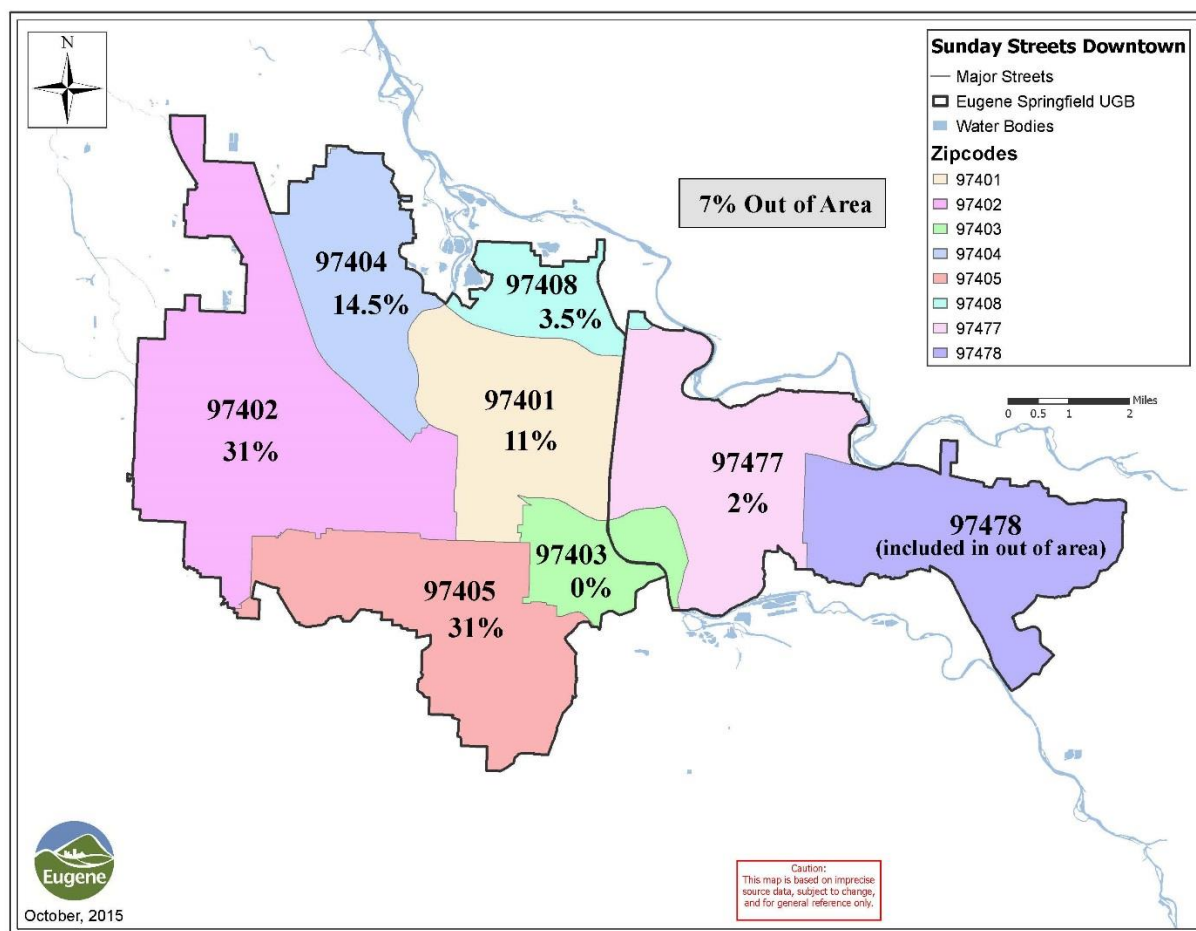
ethnicity and age. In total 135 people completed the Downtown Participant surveys and 46 people completed the Friendly Participant surveys (both Day Of and Post Event Online for both events). Based on the small percentage of people taking our survey we believe that we need to improve the training of our survey volunteers as well as recruit more total survey volunteers to help at events. We may even need to assign survey collection to a staff member to ensure we get more surveys in the future. We most likely had fewer participants take the Friendly survey because we had fewer survey volunteers at that event and 900 fewer participants.

Eugene Sunday Streets 2015 participant demographics can be viewed in the charts below:



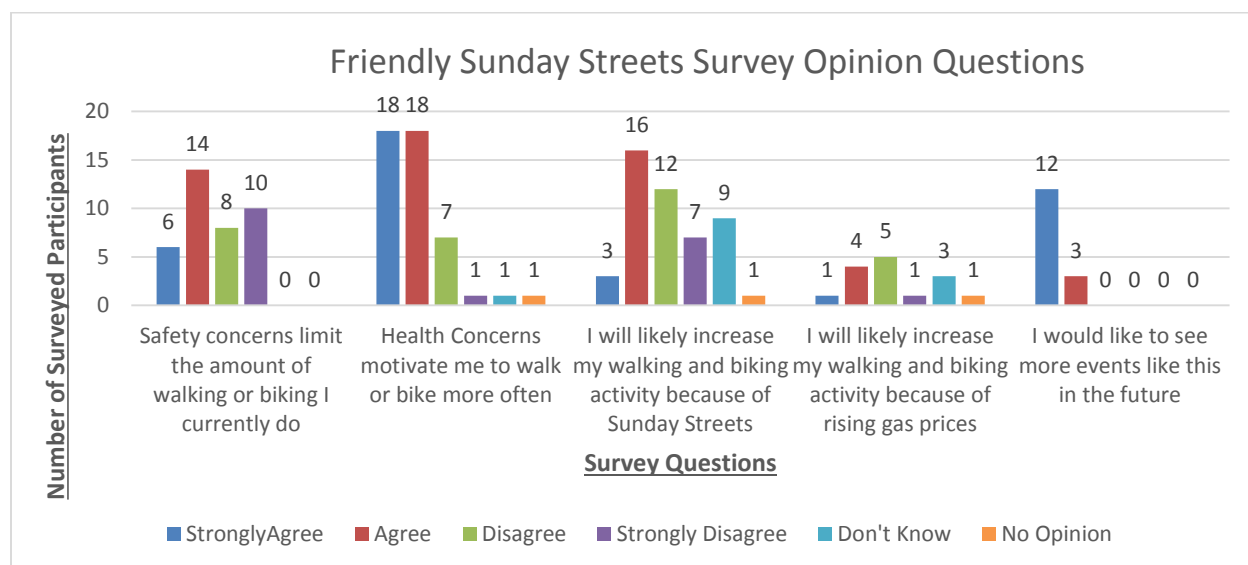
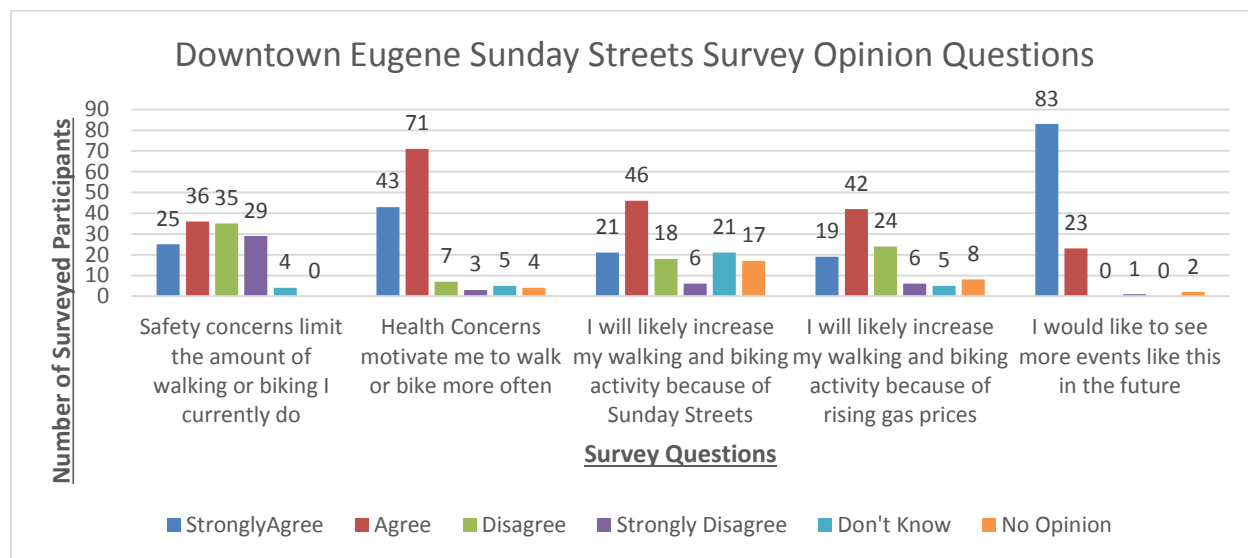


Where do Eugene Sunday Streets Participants Come From*?



**Due to insufficient survey data from our Friendly Event we are not able to show a map.*

Eugene Sunday Streets Survey Opinion Questions

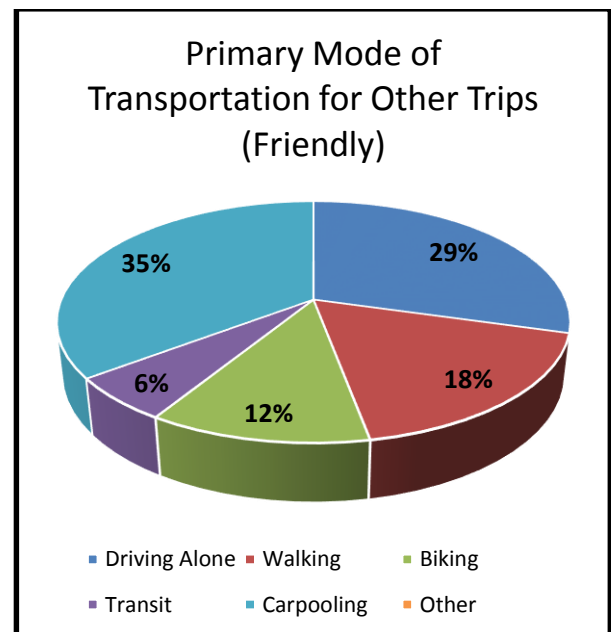
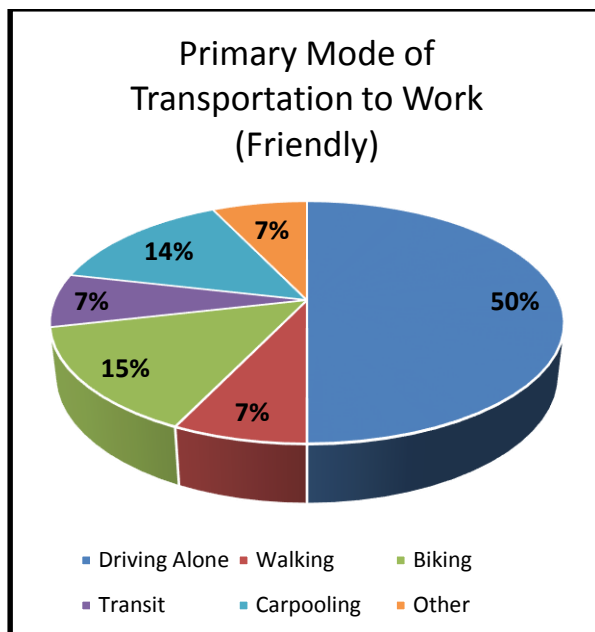
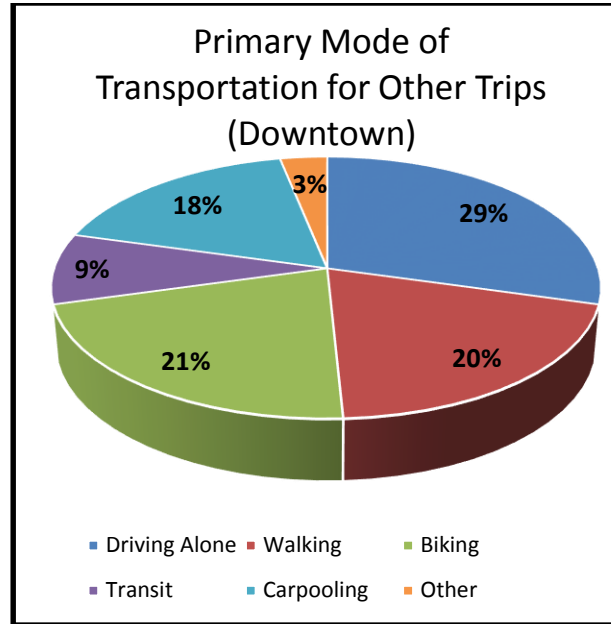
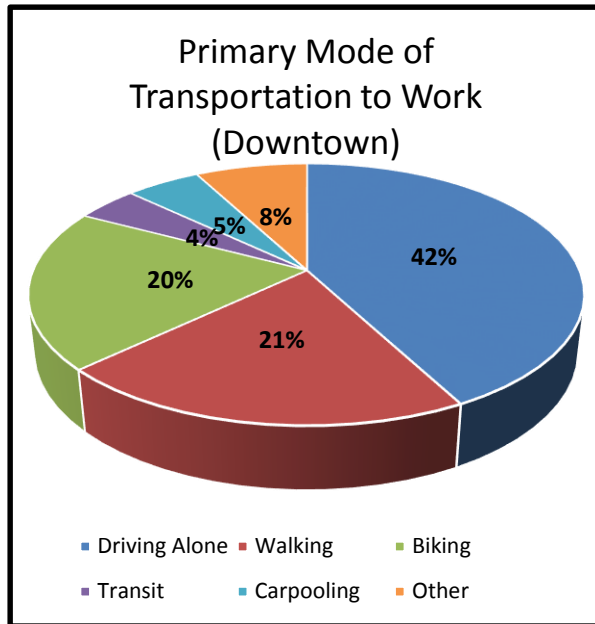


Participant Behaviors

Eugene Sunday Streets staff also used the participant surveys to measure the effect Sunday Streets has on behavior change with regards to the goals of Eugene Sunday Streets. The results from various transportation related questions from the Day of Event Survey and Participant Online Surveys can be viewed below. Results indicated 52 % of Downtown and 40% of Friendly event participants said they “agree” or “strongly agree” that they will increase the amount of walking or bicycling they do because of Eugene Sunday Streets. This result reflects Eugene Sunday Streets meeting its goal of reducing dependence on a motor vehicle by shifting behavior to increase walking or biking. Both event surveys show very high percentages of people wanting the experience these types of events more!

Participant Transportation Modes

This year the survey included questions about people's current primary modes of transportation for work and other types of trips.



Challenges & Future Opportunities

- **Fundraising-** There were specific grants unattainable this year because the deadline for application submissions fell before the turn of the New Year. In planning 2016, grants and foundations should be approached in the fall of 2015.
- **Vendor Communication-** An emphasis on communication with vendors regarding checking in, returning their activity forms, the implications of those forms, and overall all satisfaction of vendors before, during and after event. Moving forward with future Zero Waste events, having a strong connections, specifically with the food vendors is key. We can achieve this by making a schedule of personal contact times that we can have with each vendor. Immediately after the vendor registers, two week prior to the event and two days before. Phone calls and personal emails are effective in relaying messages clearly.
- **Execution of Zero Waste Events-** To successfully execute zero waste events it will take education. Participants, vendors and staff should be aware of what Zero Waste is and what it can achieve and work towards. This is an opportunity to achieve our goals of creating a healthier, more liveable community. Beginning with vendors, information can be put online as well as in registration forms on our commitment to zero waste programming. The purchasing guide could be sent out earlier to help vendors decide on compostable service ware. This aligns with our objective of being in closer contact with vendors leading up to the events. Training and staffing of both master recyclers and compost assistants during the event can help participants dispose of their waste in the appropriate receptacles. Signage regarding what zero waste accomplishes could also be put up around the three tiered waste receptacles to inform participants of their decisions.
- **Survey and Data Collection Improvement-** To obtain statistically valid survey results, which are important to the planning and evaluation of your program, more energy needs to be spent on training and staffing willing survey volunteers. Many of the surveys were not filled out entirely. Encouragement from a volunteer along with restructuring the way questions are presented, could improve our accuracy. Survey data is important when applying for grants and also a tool to use in media, outreach and crafting quality event programming. There were also specific questions on the survey that could be improved for better consistency. Two questions are inconsistent on those surveys: “I will likely increase my walking and biking because of rising gas prices” is not in the online post event survey, and the language of whether participants would like to see more events in the future, is worded differently between the two surveys. The way in which surveys are formatted on the page also could play into which questions are being answered by participants. Questions regarding income and zip code were consistently skipped in both event surveys potentially due to the way in which they are laid out and also the surveyors’ encouragement of the participant.

- **Education and Focus on Active Transportation-** There was a lot of comparison this year between the Downtown Sunday Streets event and the Eugene Celebration. Although Sunday Streets has a fun festival feel, there are specific transportation options and safety goals that need to be met. For future events, emphasizing the messaging of this being a transportation options event and repeating our goals through event execution would help define this event from other summer festivals. Next year's events will have a stronger focus on safety by incorporating educational signage, activities emphasizing safe active transportation, and partnership with health organizations. It's also important to make this clear during the advertising and promotional stages pre-event to let the community at large know what to expect and promote appropriately. During radio and television opportunities the enhanced focus on safety could be mentioned.
- **Create 2016 "Measurable Goals"**- This year we did not set out as clear goal benchmarks as documented in 2013. Although we exceeded many loosely set goals, we have the opportunity in 2016 to create an action plan and measure the progress and growth of the program. In doing this create documented progress to help with future financial support in foundations and grants.
- **Accessibility for People with Disabilities** – at Eugene Sunday Streets Friendly, the porta-potties were delivered to the incorrect location on the lawn above a curb that could not be mounted by wheelchairs. This situation highlighted the need to better assess and plan for ADA accessibility for Sunday Streets events and Activity Centers in the future. It may make sense for Eugene Sunday Streets to invest in a ramp that can be used to mount curbs at the events and used year after year. Access to bathrooms is just the beginning. We need to really think about how all people can access all the programming. Much of it is on grass and in parks and we want it to be inclusive for all.
- **Route Length** – This year the Downtown route was 1.25 miles long with a straightaway down Broadway, and two circular loops- one at Monroe Park and the second around the west park block. The entirety if participants rode in a full loop – down and back - is 2.5 miles or longer if they rode or walked continuously. The density of both the shorter route and the straightaway created a dense and vibrant atmosphere. The Friendly Route followed the condensed trend, but with no loops. Participants walked, biked and rolled from one end and back with side stops in the various Activity Centers. The route closed just under one mile road to vehicles and opened it to people walking, biking and rolling, if they moved along the route, down and back, they would have done 2 miles. We noticed an increase in the number of participants who walked the shorter route vs. biking or rolling.

Appendices

2015 Sunday Streets Surveys

[Day of Participant](#)

[Online Participant](#)

Business

- [Friendly](#)
- [Downtown](#)

[Vendor](#)

[Volunteer](#)

2015 Materials:

[Sunday Streets Posters](#)

Sunday Streets Route Map & Activity Schedules

- [Downtown](#)
- [Friendly](#)

Sunday Streets Door Hangers

- [Downtown](#)
- [Friendly](#)

Sunday Streets Print Ad Examples

- [Concrete Graphics](#)
- [1/3 Page Ad \(Eugene Weekly\)](#)
- [Full Page Ad \(Eugene Weekly\)](#)
- [Bijou Movie Theatre Ad](#)

